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Broadcasting/May 4

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AT LARGE

Vol. 112 No. 18

Broadcasting ↯ May 4

Network news chiefs, executives face Hill inquisitors
"At Large" with Dan Ritchie and Burt Staniar
A look ahead to network revenues

NEWS FROM THE HILL □ Network news and corporate executives face the fire from House Telecommunications Subcommittee over budget cutbacks, mergers and their effect on electronic newsgathering. **PAGE 31.**

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by two hit theatricals, "Back to the Future" and "Out of Africa," as well as more than 100 hours of made-for-TV movies and regular series, including *Miami Vice*, *Magnum PI*, *Murder, She Wrote*, *The Equalizer* and *Simon & Simon*.

Worldvision International reported doing a minimum of $3 million and perhaps as much as $8 million in sales, with some deals contingent on the successful launch of new outlets. Those included a seven-figure deal for programing on ScanSat, the Scandinavian satellite scheduled for launch in May 1988. The company negotiated a two-tiered deal with the first-run sitcom, *Throb*, in France. The program will have a run on the pay channel, Canal-Plus, which will be followed by a run on the state-run channel, Antenne II.

According to Bert Cohen, Worldvision vice president, international sales, the *Throb* deal in France illustrates the "significance of the new technologies which are allowing distribution companies additional avenues for their products."

CBS International reported brisk sales for *Mafia Wars*, a series from the BBC, as well as a package of theatrical and made-for-TV movies which includes "Kiss of the Spider Woman" and "Eleni." □

American Public Radio: five years and planning

Network gathers its affiliates for annual meeting to talk about marketing its programs, whether it should go with 24-hour news service and what should replace 'Prairie Home'

If there was one thing most of the 200 attendees at American Public Radio's (APR) annual affiliates conference in Columbia, Md., April 26-29, agreed upon, it is that the five-year-old network's inherent strength lies in the diversity of its programing, which ranges from chamber music to the BBC's World News Service. Improving not only production quality, but also the marketing of programs to stations and underwriters and whether continued network growth should include a 24-hour "newscast" service were among the major issues with which APR station officials were grappling last week. What seemed to attract the most attention, however, were suggestions for a Sunday time slot for rebroadcasts of *A Prairie Home Companion*, the network's leading program, and the national debut date for a live, yet untitled, two-hour "variety" show that will eventually replace *Prairie Home*.

APR kicked off the event with a day-long workshop on Monday (April 27) that asked attendees, who were paired into two groups (representing markets with population less than 1.4 million and larger market stations that also incorporated program producers), to establish APR's top priorities for achieving "significantly increased listenership" and "greater community awareness" by 1990. Among the most important critical factors that emerged from the session were creating more national programing that can be easily integrated into local programing and a willingness of more stations to take program "risks." The "action plan" necessary to carry those steps, according to most APR affiliates, involves "better communication" among station, program producer and the network (an underlying theme during the meeting), as well as developing new sources of funding and conducting research showing potential audience for programing.

Audience data is already being tackled by

Syndication Marketplace

Access Syndication has dropped sales for *Honeymoon Hotel*, the program starring Isabel Sanford that was to become the first instant first-run strip with 100 half-hour episodes its first year. But the company insists the show is not dead. It may bring it back for fall 1988 if the marketplace opens up. Five pilot episodes of the program aired on 77 stations, covering about 60% of the country, during the second week of January, averaging about a five national rating, according to Rick Jacobson, executive vice president of Access. Jacobson admits some stations were disappointed with their numbers, but said the problem was caused by the unavailability of slots between 5 and 7 p.m. in which to place the show. Stations also worried about whether producers Fred Silverman and Gordon Farr could maintain the level of quality for 100 episodes, Jacobson said. Access sold *Honeymoon* on a cash-plus-barter basis, retaining one minute. If *Honeymoon* is brought back next year, he said, the marketing plan may change. It is not known whether Sanford will stay with the program.

Orion Television Syndication reports that it has cleared over 90 stations for the second season of *Hollywood Squares*. Renewals include KMGH-TV Denver; WSPA-TV Greenville, S.C.; WWMT(TV) Grand Rapids, Mich.; KODE-TV Joplin, Mo.; KAMR-TV Amarillo, Tex., and KCRG-TV Columbia, Mo. New stations joining the lineup include WCCO-TV Minneapolis; WAVE-TV Louisville, Ky.; WSAZ-TV Charleston, W.Va., and WLTV(TV) Jacksonville, Fla. Orion also reports it has cleared *High Rollers* in more than 50 markets, including such new stations as KSTP-TV Minneapolis; WWMT(TV) Grand Rapids, Mich.; WISH-TV Indianapolis; WTMJ-TV Milwaukee, and WNEP-TV Wilkes Barre-Scranton, Pa.

MGM/UA Television will use Camelot Entertainment Sales to sell its barter time in the weekly action-adventure, *Sea Hunt*, and the first-run sitcom, *We've Got it Made*, both debuting in the fall.

King World has cleared 105 stations for the next *Women of the World* one-hour special airing in May or June. Clearances for the seventh *Women* special, entitled *Women in Sports and Adventure*, and hosted by Chris Evert, include WABC-TV New York, KHJ-TV Los Angeles, KGO-TV San Francisco, WCVB-TV Boston and WXYZ-TV Detroit. Barter distribution gives stations seven minutes and King World five.

CBS-owned television stations division is now targeting production of series at one of its four stations for eventual syndication. Eric Ober, who became president of the division last month (BROADCASTING, March 30), said the station division is now looking to make production for syndication a larger profit center. The ABC-owned television station division has been an active producer of product for syndication, with *The Oprah Winfrey Show*, produced by WLS-TV Chicago and syndicated by King World. *Morning Show*, starring Regis Philbin, produced by WABC-TV New York, is also rumored to be attempting launch in syndication. In the past, CBS-owned television stations have sold various specials, as well as *Upfront*, a 13-week talk-show series hosted by Greg Jackson, through Syndicast Services.

Ober also said the CBS-owned stations will continue to be repped internally and not through Blair Television, as has been the topic of speculation (BROADCASTING, April 13).

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended April 19:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	15.9/213	98
2.	Jeopardy	13.0/209	98
3.	World Wrestling Fed.	8.5*/191	92
4.	People's Court	8.4/191	96
5.	New Newlywed Game	7.9/189	96
6.	Oprah Winfrey	7.8/163	96
7.	Entertainment Tonight	7.4*/152	93
8.	Lifestyles of Rich-Famous	6.6*/177	94
9.	Hollywood Squares	5.9/153	92
9.	Star Search	5.9*/171	93
11.	Oprah Winfrey	5.8/149	78
12.	Mama's Family	5.5*/155	88
13.	Siskel & Ebert & Movies	4.9*/153	86
14.	Divorce Court	4.8*/133	87
15.	It's a Living	4.7*/115	87

*includes multiple airings

Box 1206, Buxton Rd., Blowing Rock, N.C. 28605. Principals have no other broadcast interests. Filed April 15.

■ Montgomery, Ala.—June N. Phelps seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 517 Cliff Rd., 36109. Principal has no other broadcast interests. Filed April 15.

■ Montgomery, Ala.—Montgomery Broadcast Associates Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 3305 Atlanta Highway, 36109. Principal is owned by Paul H. Reynolds and Virgle L. Strickland. Reynolds also owns WAJO(AM)-WJAM(FM) Marion, Ala.

■ Montgomery, Ala.—Double LS Broadcasting Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 609 South Hill St., 36104. Principal is owned by Milton Leon, Tracy Larkin and Tommy Simon and his wife, Loretta. Filed April 15.

■ Auberry, Calif.—Catherine Louise Osborn seeks 105.1 mhz; 560 w; HAAT: 1,863 ft. Address: 2420 Killarney Way, Modesto, Calif. 95355. Principal has no other broadcast interests. Filed April 8.

■ Barstow, Calif.—RRCC Network Inc. seeks 101.5 mhz; 3 kw; HAAT: 328 ft. Address: 501 Ave. A, Barstow, Calif. 93211. Principal is nonstock corporation headed by Randall L. Wood, president. Filed April 10.

■ Julesberg, Colo.—Vivian C. Lopez seeks 96.5 mhz; 100 kw; HAAT: 692.1 ft. Address: 15460 County Road 41, 80737. Principal has no other broadcast interests. Filed April 24.

■ Rancho Mirage, Calif.—Drake Broadcasting seeks 99.5 mhz; 1.1 kw; HAAT: 462 ft. Address: 1363 Elizabeth St., Redlands, Calif. 92373. Principal is owned by Jess Drake who has no other broadcast interests. Filed April 22.

■ Rancho Mirage, Calif.—Theresa Terrell Zick seeks 99.5 mhz; 830 w; HAAT: 445.1 ft. Address: 2819 Glendevon Circle, Henderson, Nev. 89105. Principal has no other broadcast interests. Filed April 22.

■ Rancho Mirage, Calif.—Sundial Radio Broadcasters seeks 99.5 mhz; 3 kw; HAAT: 328 ft. Address: 73-153 Shadow Mountain Dr., Palm Desert, Calif. 92260. Principal is headed by Joyce Wade-Maltais, who has no other broadcast interests. Filed April 21.

■ Rancho Mirage, Calif.—Daniel P. Mitchell seeks 99.5 mhz; 690 kw; HAAT: 560.9 ft. Address: 25601 Paseo de la Paz, San Juan Capistrano, Calif. 92675. Principal has no other broadcast interests. Filed April 22.

■ Rancho Mirage, Calif.—G. Dale Cowle seeks 99.5 mhz; 3 kw; HAAT: 328 ft. Address: 90 Magdelena Dr., 92270. Principal has no other broadcast interests. Filed April 22.

■ Macon, Ga.—Holy Spirit Harvest Church Inc. seeks 101.5 mhz; 12 kw; HAAT: 362.1 ft. Address: 2254 Rocky Creek Rd., Macon, Ga. 31206. Principal is nonprofit corporation headed by Samuel T. Drye. Filed April 13.

■ Ocean Pines, Md.—The Johns Hopkins Broadcasting Foundation seeks 97.1 mhz; 3 kw; HAAT: 328 ft. Address: 2216 N. Charles St. Baltimore, Md. 21218. Principal is nonprofit corporation headed by Barbara J. Norris. Filed April 6.

■ Ocean Pines, Md.—Ocean Pines Radio Co. seeks 97.1 mhz; 3 kw; HAAT: 328 ft. Address: 8708 Graystone Lane, Laurel, Md. 20708. Principal is owned by Alexander W. Soroka, who has no other broadcast interests. Filed April 24.

■ Ocean Pines, Md.—John Geoffrey Wright seeks 97.1 mhz; 3 kw; HAAT: 328 ft. Address: 187 Windjammer, Berlin, Md. 21811. Principal has no other broadcast interests. Filed April 6.

■ Ocean Pines, Md.—Ocean Pines LPB Broadcast Corp. seeks 97.1 mhz; 3 kw; HAAT: 328 ft. Address: 10100 Ocean Highway, Ocean City, Md. 21842. Principal is owned by Leonard P. Berger, who has no other broadcast interests. Filed April 6.

■ Center Moriches, N.Y.—Knight Communications Corp. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 63 Bay State Rd., Boston 02215. Principal is Boston-based group of four AM's and four FM's, and operator of cable system in St. Thomas and St. John, V.I., owned by Norman Knight. Filed April 13.

■ Center Moriches, N.Y.—Bay Media Group Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 63 Holiday Blvd., 11934. Principal is owned by Barry B. Mines, Lauren Y. Rothberg and Geraldine Vicari. Filed April 24.

■ Montauk, N.Y.—Jeffrey A. Salkin seeks 105.7 mhz; 3 kw; 246 ft. Address: 555 South Main St., Providence, R.I. 02903. Principal has no other broadcast interests. Filed April 24.

■ Harrison, Ohio—Broadstar Communications Inc. seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: 106 Greenwood Ave., Cincinnati 45217. Principal is owned by Ernest L. James. It also owns WCIN(AM) Cincinnati. Filed April 8.

■ Harrison, Ohio—Danny M. Watson seeks 96.1 mhz; 1.45 kw; HAAT: 475.6 ft. Address: 2300 East Kemper Rd., Cincinnati. Principal has no other broadcast interests. Filed April 7.

■ Huron, Ohio—Firelands Broadcasting Corp. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 3605 Pleasant View Place, Sandusky, Ohio 44870. Principal is owned by Shelley M. Luipold, who has no other broadcast interests. Filed April 15.

■ Nowata, Okla.—Moran Broadcasting Co. seeks 101.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 8346, Wichita Falls, Tex. 76307. Principal is Wichita Falls, Tex.-based group of three AM's and three FM's owned by Richard J. Moran. Filed April 13.

■ Vestal, N.Y.—Carol A. Morgan seeks 103.3 mhz; 435 w; HAAT: 831.5 ft. Address: 1201 Chenango St., Binghamton, N.Y. 13901. Principal has no other broadcast interests. Filed April 22.

■ Vestal, N.Y.—John Anthony Bulmer seeks 103.3 mhz; 1.02 kw; HAAT: 557 ft. Address: 125 Bayshore Court, St. Mary's, Ohio 45885. Principal has no other broadcast interests. Filed April 22.

■ Scotland Neck, N.C.—Holy Spirit FM Partnership seeks 102.7 mhz; 3 kw; HAAT: 317 ft. Address: 2508 N. Duke St., Durham, N.C. 27704. Principal is owned by Ervin L. Hester and seventeen others. Filed April 22.

New TV

■ Hammond, La.—Florida Parishes Television Ltd. seeks ch. 62; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 695.4 ft. Address: 914 North Foster, Baton Rouge 70806. Principal is owned by Louis E. Jenkins, who also owns W49BG(LPTV) Baton Rouge. Filed April 22.

Actions

New FM's

■ North Crossett, Ark.—Returned app. of H&M Broadcasting Inc. for 102.7 mhz; 3 kw; HAAT: 328 ft. Action April 22.

■ Eureka, Calif.—Dismissed app. of American Media Education Network for 88.1 mhz; 100 w; HAAT: 1,422 ft. Action April 13.

■ Fenwick Island, Del.—Returned app. of Maranatha Broadcasting Co. for 92.1 mhz; 3 kw; HAAT: 328 ft. Action April 8.

■ Palm City, Fla.—Granted app. to National Christian Network for 89.9 mhz; 100 kw; HAAT: 180 ft. Action April 17.

Summary of broadcasting
as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	461	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	273	1,583
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Lihue, Hawaii—Granted app. of Walter S. Tucker for 96.9 mhz; 100 kw; HAAT: 984 ft. Action April 17.

■ Salisbury, Md.—Returned app. of Salisbury Broadcasting Co. for 98.9 mhz; 3 kw; HAAT: 328 ft. Action April 16.

■ Salisbury, Md.—Returned app. of Thompson's Radio Ltd. Partnership for 98.9 mhz; 3 kw; HAAT: 328 ft. Action April 16.

■ Salisbury, Md.—Returned app. of David L. Steel for 98.9 mhz; 3 kw; HAAT: 325.4 ft. Action April 16.

■ Salisbury, Md.—Returned app. of Gallus Radio Broadcasting Inc. for 98.9 mhz; 3 kw; HAAT: 325.4 ft. Action April 16.

■ Geneva, Ohio—Granted app. of Ray-Mar Broadcasting Co. for 104.9 mhz; 3 kw; HAAT: 984 ft. Action April 16.

■ John Day, Ore.—Returned app. of Life Broadcasting Inc. for 91.9 mhz; 2.5 kw; HAAT: 14 ft. Action April 10.

■ Reedsport, Ore.—Returned app. of Michael Liss for 92.1 mhz; 1 kw; HAAT: 325 ft. Action April 16.

■ Redfield, S.D.—Returned app. of Mary Verkest for 103.7 mhz; 100 kw; HAAT: 996.8 ft. Action April 16.

■ *Culpepper, Va.—Granted app. of Golden Rule Org. Workshop Inc. for 89.9 mhz; 12 kw; HAAT: 255 ft. Action April 16.

■ *Spokane, Wash.—Granted app. of Gonzaga University for 88.7 mhz; 100 w; HAAT: minus 43.4 ft. Action April 21.

New TV's

■ Gadsen, Ala.—Returned app. of Overview Communications Ltd. for ch. 60; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 754 ft. Action April 21.

■ Porterville, Calif.—Returned app. of Joaquin Correia for ch. 61; ERP vis. 17.5 kw, aur. 3.5 kw; HAAT: 320 ft. Action April 21.

■ Jackson, Miss.—Dismissed app. of Turner Broadcasting and Communications Systems Inc. for ch. 51; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,164 ft. Action April 17.

■ Guymon, Okla.—Returned app. of Carl M. Fisher for ch. 9; ERP vis. 1.5 kw, aur. 150 w; HAAT: 268 ft. Action April 21.

■ Fredericksburg, Tex.—Dismissed app. of Johnnie B. Woodbury for ch. 2; ERP vis. 100 kw, aur. 1 kw; HAAT: 494 ft. Action April 17.

Facilities Changes

Applications

FM's

Tendered

■ KUWL (91.5 mhz) Fairbanks, Alaska—Seeks CP to change ERP to 7 kw. Filed April 24.

■ KIHX-FM (106.1 mhz) Prescott Valley, Ariz.—Seeks CP to change ERP to 2.55 kw; change HAAT to 500.9 ft. and change freq. to 106.1 mhz. Filed April 22.

■ KLOI (107.1 mhz) Grover City, Calif.—Seeks CP to change freq. to 107.3 mhz; change ERP to 4.2 kw and change HAAT to 807 ft. Filed April 22.

■ KMBY-FM (107.1 mhz) Seaside, Calif.—Seeks CP to change TL; change ERP to 33 w; change HAAT to 2,434.4 ft. Filed April 23.

■ WKLG (102.1 mhz) Rock Harbor, Fla.—Seeks CP to change HAAT to 232.9 ft.; change ERP to 50 kw and change freq. to 102.1 mhz. Filed April 23.

■ WZOW (97.7 mhz) Goshen, Ind.—Seeks CP to change TL; change ERP to 2 kw and change HAAT to 387 ft. Filed April 23.

■ KFRB (101.1 mhz) Girard, Kan.—Seeks mod. of CP to change TL and change HAAT to 325 ft. Filed April 22.

■ WKDO-FM (105.5 mhz) Liberty, Kan.—Seeks CP to change HAAT to 237.8 ft. Filed April 22.

■ KSKU (106.1 mhz) Lyons, Kan.—Seeks CP to change TL and change HAAT to 629.2 ft. Filed April 22.

■ WGBF-FM (103.1 mhz) Henderson, Ky.—Seeks CP to change ERP to 1.265 kw; change HAAT to 505.1 ft. and change TL. Filed April 23.

■ WXYV (102.7 mhz) Baltimore—Seeks CP to change TL and change HAAT to 436.2 ft. Filed April 22.

■ KXRA-FM (92.7 mhz) Alexandria, Minn.—Seeks CP to change ERP to 100 kw; change HAAT to 708.5 ft. and change TL.

■ KLKS (95.3 mhz) Breezy Point, Minn.—Seeks CP to